

Fall Frocks
\$14.75

Intriguingly different—delightfully smart—irresistible values at only \$14.75! Styles mirroring the "feminine" trend of the season with softly draped skirts, novel trimming detail. Of flat crepe and satin crepe.

Women :: Misses
 Juniors

J.C. PENNEY CO.

SHELBY, N. C.

MASONIC BUILDING

Our Every-Day Aim

to Add to Your Convenience and Savings

We Strive to Achieve this Purpose by Making Available Standard, Soundly Made Merchandise at Economy Prices

Students' Suits
 Just in Time for School
14.75 and 16.75

Two-button single breasted model with either peak or notch lapel, pleated vest and pleated trousers. Fabrics include many fine Cashmeres in the newest and smartest shades for Fall.

Long-sleeved Cotton Dresses
 Are Chosen by Miss 2-to-6 for Fall

Long sleeves are so comfortable when cooler days come! And these cunning dresses with bloomers to match are just the thing for wee misses! Of prints, broadcloth and linens, with hand-embroidery, hand-smocking or contrasting trimming.

98c \$1.49 \$1.98



Dainty... comfortable... sturdy! Yes... these little patent leather slippers with fancy grain trim are just that! And economical!

Sizes 5 1/2 to 8... \$1.79
 Sizes 2 to 5... \$1.49

Graceful pumps of black satin to wear for afternoon or evening... how delightful to find them priced so low!

\$3.98



NOW! Washable Crepe de Chine
 only **\$1.19** Yard

We consider this the best silk value we've ever offered! It took time and tedious searching of the market to secure this value... but we found it! A heavy, weighted crepe de Chine for lingerie, slips and dresses... in 'most every shade you'd want... 38 inches wide... and WASHABLE!

Attention Centers on **The Strap**



A smart slipper this... of brown kid... perfectly plain except for the unique strap of fancy leather. A charming mode for afternoon!

\$5.90

No. 444
 A Pure Silk Stocking for **98c**

Every woman can afford silk stockings now... here is one of pure silk, full-fashioned, with mercerized top and sole.

Men's Shirts
 Of Corded Madras



Finely made shirts of smartly patterned corded madras. Collar attached or with collar to match. All tub fast.

\$1.49

Percale
 In Many Pretty Patterns
 "Rondo" Cambrie Percales.
 36 inches wide, and only
23c Yd.

FALL SUITS

for Young Men
 Now on Display
 The Newest in Styles, Shades and Patterns on View for Your Selection



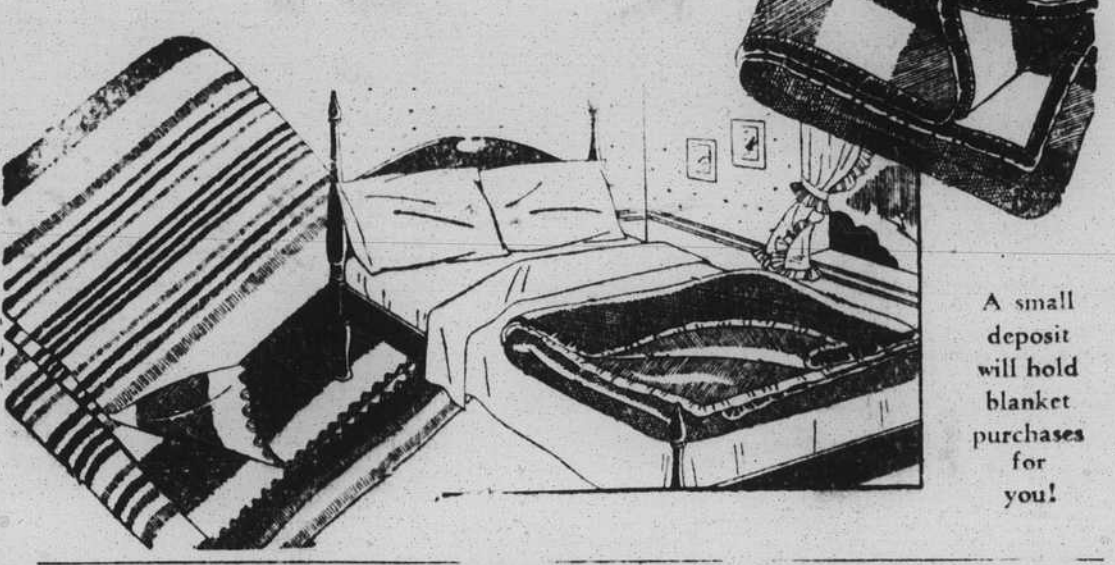
The customary J. C. Penney quality and finished workmanship in every suit. Smart, two-button, single-breasted model with peak or notch lapel jacket. Novelty weaves or fancy stripes in shades of tan, grey, brown and blue.

\$24.75
 Extra Pants at \$5.00

Now Is the Time to Buy
BLANKETS
 Here Is the Place to Buy Them and A Small Deposit Will Hold Them for You

We bought these blankets early... bought for over 1,400 stores. We saved for both reasons... and we're passing that saving on to you in the form of Lower Prices! Every blanket new... selected to measure up to our standards of quality and color!

- Reversible Single Cotton Blanket, \$2.98**
 Smartly new! With saten binding to match one side. Size 70x80.
- Single Plaid Cotton Blanket, 98c**
 A light-weight cotton blanket... size 70x80... will fill a need in every home.
- Double Plaid Cotton Blanket, \$2.98**
 Soft and warm. Saten binding. Size 70x80. In attractive plaids.
- Part Wood Double Blanket, \$3.98**
 An assortment of pretty plaid combinations. Size 72x84. 5-lb weight.
- Wool Filled Double Blanket, \$4.98**
 A comfortable, soft blanket... with saten bound ends. Size 70x80.



Colorful Bedspreads

The well-dressed bed nowadays insists upon a colored spread—at least, one with colored stripes. Crinkle cotton spreads are very smart—and surprisingly inexpensive.

\$1.49 \$1.98 \$2.98

Gun Metal Calf Oxfords for Men



A conservative style that is always popular! Made with semi-hard box toe, welt sole and half-rubber heel. An excellent value at

\$3.98

A Work Shoe
 Of Sturdy Comfort



Sure to fill every demand made of it for durability and comfort is this work shoe of chocolate retan with rubber heel and leather sole. Low-priced, too!

\$1.98

New Waverly
 Caps for Men
 Rayon stripe cassimeres, silk lined. Big values at—
98c

4-Piece Suits
 With 2 Pairs of Longies for School Wear



Boys returning to school will like these suits because they're the kind up-and-coming young fellows want. Styled in the new peak lapel, 2-button coat model with one pair of pleated trousers... the other pair plain. Every suit cut and tailored to our own exacting specifications.

Of cassimeres and twills in new patterns and shades for this semester. Sizes 10 to 17 years.

\$9.90-\$11.90

Men's Caps
 One-Piece Style



Men's light powder blue, novelty checked, contrast rayon overlaid cassimere caps. Full silk serge lined.

98c

Boys' Sweaters
 Fleece-Lined



Knitted cuffs and bottom, two roomy pockets. Just the thing to wear on cold blustery days.

98c

All-Wool Shaker-Knit Sweaters



Big, warm, fine quality sweater with comfortable shawl collar. It is all wool, knitted of the finest quality yarns. You may select from a number of solid colors.

\$4.98

Big Pay Work Socks
 Heavy weight cotton socks in assorted plain colors.
15c

Men's Ties
 Smart and New
 Good looking neckwear, tailored to the smartly.
79c

No. 445 Hose
98c

Amazing to find such good-looking hose at only 98c a pair! These are of silk-and-rayon in a remarkably clear, even knit, and come in the popular colors. The choice of thrifty women who recognize Value!

September Presentation of the new
Marathon Hats



Embodying everything that goes to make a really good hat value—Style, Character, Workmanship, and prices that spell real economy.

The Winner, at left, is

\$2.98
 Let Us Be Your Hatter.

Sweater Coats
 Of Fine Worsted



Just the right weight sweater for those cool nights. Worsted fine gauge ribbed models in the popular heather shades. Made with two pockets. A very fine value at this low price—

\$2.98

Silk and Rayon Hose for Men
25c

This is a really outstanding hosiery value. Silk and Rayon Hose with mercerized top, toe and heel. And in addition our "Tu-Toe" feature adds strength where it is most needed.